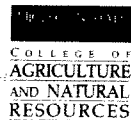


Redesigning MSU Extension

House Agriculture Committee

Thomas G. Coon, Director

March 3, 2010



Why we've redesigned MSUE

- To capture key economic opportunities for Michigan
 - Innovate and grow commercial agriculture and agribusiness
 - Build on opportunities in the new "Green" economy
 - Control health care costs
 - Prepare tomorrow's work force

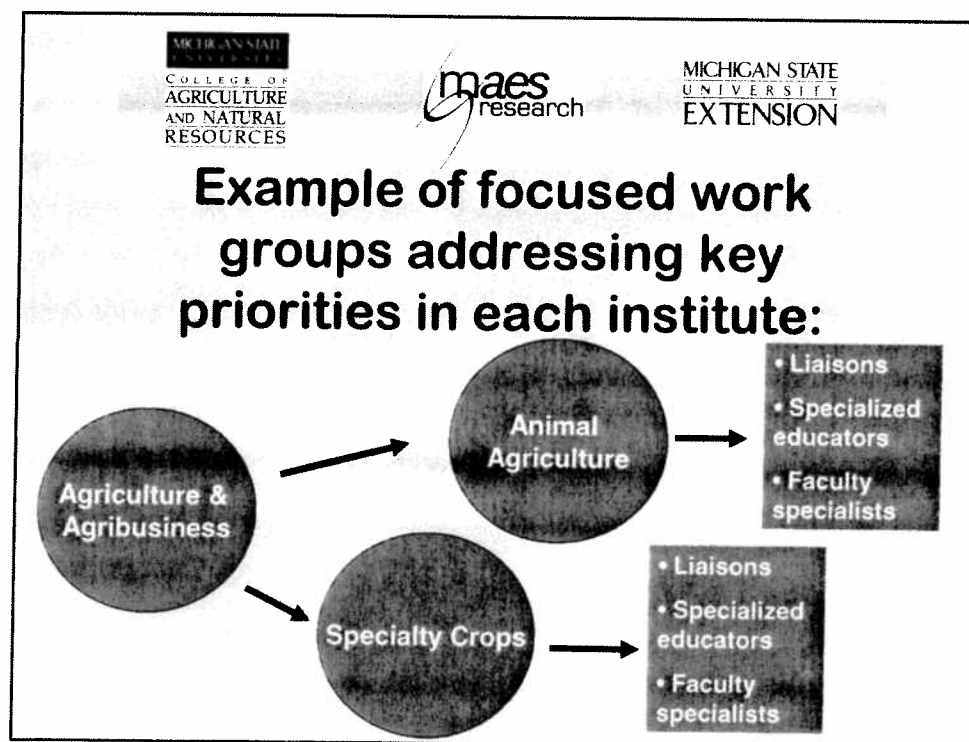
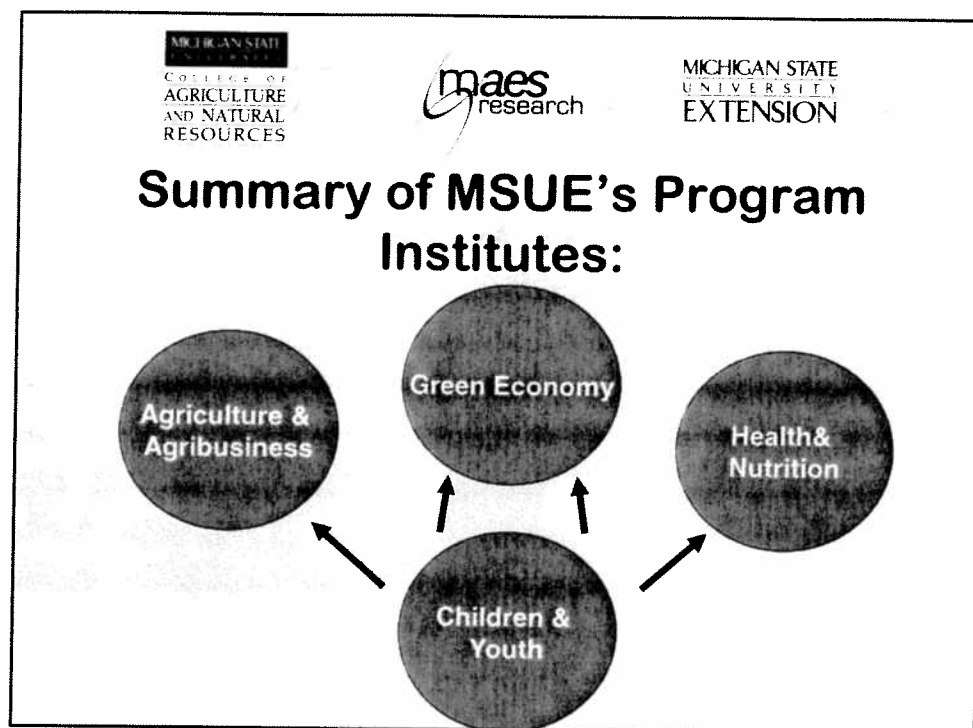
Savings from restructuring:

- Reduce administrative overhead
 - Eliminate CED, RD, State Leader positions
- Use technology to reduce operating costs
 - eXtension, network media
- Collaborate with other universities & industry to share specialized expertise and technology

The new MSUE matrix: Statewide Program Institutes

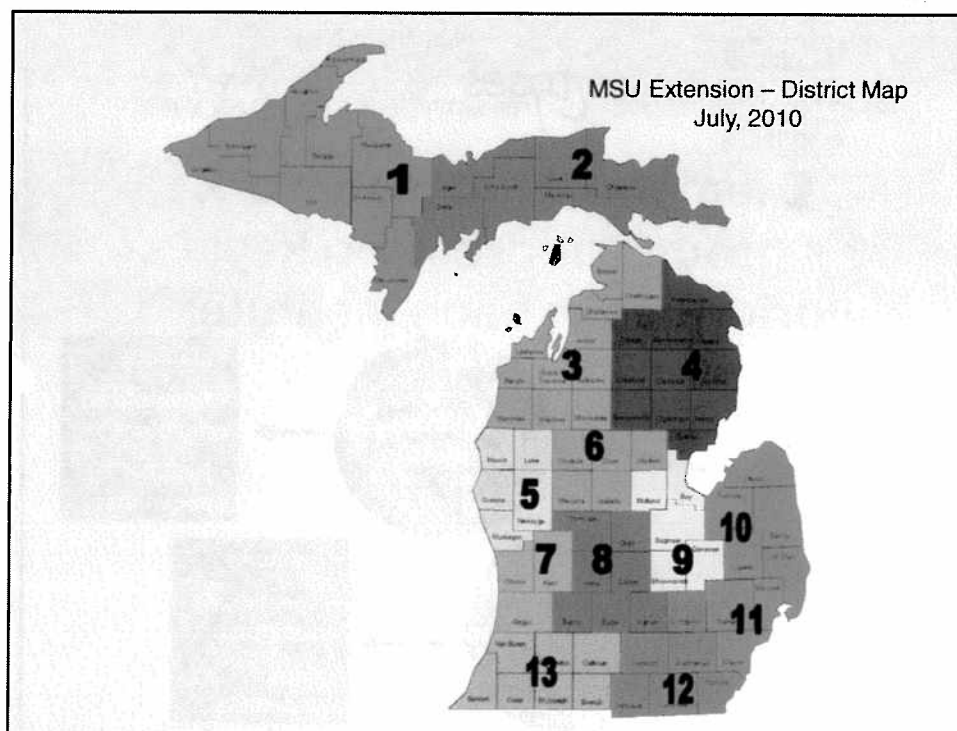
- Enhancing Michigan's First Green Industry: Agriculture & Agribusiness
- Greening Michigan: Leveraging Natural and Human Assets for Prosperity
- Preparing Michigan's Children & Youth for the Future
- Improving Health and Nutrition

Integrating MSU's research capacity, including MAES with delivery in community settings through MSUE.



New structure

- Designate 13 multi-county Districts
 - each District served by a District Coordinator
 - DC builds and maintains relationships with community partners
 - DC serves as coach to educators and other partners in District
 - DC performs annual performance evaluation for educators in District jointly with Institute Director
 - DC identifies partners and resources to build program
- CED, RD, State Leader & Program Coordinator positions dissolved



The MSU Extension Redesign Process

Every successful organization must routinely look at its mission and structure to make sure it is meeting the needs of its stakeholders and maximizing its resources. MSU Extension (MSUE) is no different, and is mandated by the USDA to regularly examine and fine-tune its work to address Michigan residents' needs.

In early 2009, MSUE began a process to examine its work and how it can focus its resources to best serve the state. The findings of that process were shared with numerous audiences in constructive dialogs and used to inform decisions. The end result is a structure that will ensure that MSU Extension will remain responsive to Michigan's needs and apply research-based education to contribute to a brighter future for all of Michigan.

Redesign Principles

As it moves ahead with new programs and initiatives, MSU Extension's work will be guided by these principles:

- Focused and specialized programs
- Reduced administrative overhead
- Increased responsiveness
- Enhanced accountability
- Continued presence across the state
- Adoption of emerging technologies

Program Areas

MSU Extension programming will focus on:

- Greening Michigan: Leveraging Natural and Human Assets for Prosperity
- Enhancing Michigan's First Green Industry: Agriculture and Agribusiness
- Preparing Michigan's Children & Youth for the Future
- Improving Health and Nutrition for Michigan residents

Proposed Structure

A new structure will facilitate seamless response and action on important issues facing the state. The current structure of five administrative offices, each led by a regional director, and 82 county offices managed by county Extension directors will be discontinued.

Four new administrative units called Extension Program Institutes will be created, one for each of the statewide programs. Staff previously assigned administrative responsibilities will be reassigned to programmatic roles in one of the four institutes. They'll be based in a county office and will have an opportunity to apply for a district coordinator position, as described below. Other features of the revised administrative structure include:

- Consolidated budget and personnel functions in one business office for the entire organization.
- Thirteen multi-county districts, each overseen by one district coordinator who will:
 - ♦ Build and maintain relationships with community partners
 - ♦ Serve as coach to educators
 - ♦ Contribute to annual evaluation for educators
 - ♦ Identify partners and resources to build programs
 - ♦ Provide leadership for area program development and delivery
- Community partnerships built on:
 - ♦ A standardized county partnership and memorandum of understanding
 - ♦ MSUE academic staff presence in every county
 - ♦ Each program available to residents in every district

For More Information

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MSU Extension – District Map

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